

7 Retail Fixtures That Turn Browsers Into Buyers

A store's fixtures decide what shoppers notice, pick up, and pay for. Here's what the data says about visual merchandising, and the fixtures built to put it to work.

76%

of buying decisions are made inside the store

540%

sales lift from organized displays vs. cluttered ones

82%

more likely to sell when placed at eye level

62%

of purchases are unplanned, sparked by a display

The Fixtures Behind the Numbers

Seven store fixtures, each solving a different piece of the retail layout puzzle

1



Gondola Shelving

Eye-level shelves sell 82% more

Modular, double or single-sided units that let you rebuild a floor plan in an afternoon and keep bestsellers at eye level. Browse [gondola shelving units](#) for grocery, convenience, and general retail layouts.

2



Wall & Glass Display Cases

Showcase displays lift foot traffic 23%

Locked, full-vision glass keeps jewelry, electronics, and collectibles secure while staying fully visible. Shop [wall display cases](#) or read the [wall display case ideas guide](#).

3



LED Sign Fixtures

Lit storefronts draw more walk-in traffic

Illuminated signage that makes a storefront visible from the parking lot and reinforces branding after dark. Explore [LED sign fixtures](#) and [outdoor LED lighting options](#).

4



Slatwall Panels & Fixtures

Organized layouts sell up to 540% more

Grooved wall panels that hold hooks, shelves, and bins for apparel, accessories, and checkout-line impulse items. See [slatwall panels and fixtures](#) for the current lineup.

5



Wire Shelving Systems

76% of purchase decisions form in-aisle

Open-view chrome and epoxy-coated shelving built for stockrooms, coolers, and high-turnover sections where airflow and visibility matter. Browse [wire shelving systems](#).

6



Pegboard Displays

62% of purchases are unplanned

Hook-and-hang panels sized for small goods, tools, and accessories, the exact items shoppers grab on impulse near the counter. Shop [pegboard displays](#).

7



Cigarette & Convenience Store Racks

POP signage lifts c-store sales up to 45.5%

Secure, code-compliant racks built for tobacco and convenience retailers, sized to fit behind the counter without slowing down checkout. See [cigarette display racks](#) or read how a [cigarette display rack improves visibility](#).

How Kwality Fixtures Builds Your Store

From first walkthrough to final install, one team handles the whole retail fixture project.

1

Understand your store & product mix

2

Recommend the right fixtures

3

Plan an optimized layout

4

Manufacture custom pieces

5

Install & support on-site

Ready to Redesign Your Retail Space?

Kwality Fixtures designs, builds, and installs [custom retail fixtures](#) for stores across Georgia, from gondola shelving to LED signage. Visit the [showroom in Tucker, GA](#) or [request a free quote](#) to get started.

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STORE HOURS

Mon - Fri: 10am - 7pm
Sat: 10am - 5pm
Sunday: Closed

Sources: Merit Display, "10 Amazing Stats Showing the Power of Retail Displays" (merit-display.com) · POPAI / Ontrak Software, "76% of Buying Decisions Are Made at the Point of Purchase" · Supermarket News, "Study: Point-of-Purchase Display Impact Increases". Statistics are third-party industry research cited for context and are not Kwality Fixtures' own data.